

U.S. Department of Labor

Assistant Secretary for
Veterans' Employment and Training
Washington, D.C. 20210



January 17, 2005

DIRECTOR'S MEMORANDUM: **05-05**

FOR: REGIONAL ADMINISTRATORS AND STATE DIRECTORS
FOR VETERANS' EMPLOYMENT AND TRAINING

FROM: GORDON J. BURKE, JR.
Director, Operations and Programs [**Approved**]

SUBJECT: Requisition and Use of Program Brochures

I. Purpose: To provide Veterans' Employment and Training Service (VETS) field staff with guidance for ordering and utilizing Program Brochures.

II. Background: With the assistance of a contractor, VETS has updated the agency's existing brochures and created new informational and marketing brochures for all of VETS' major programs. These brochures should be included in all marketing efforts, be available for distribution at all booths/exhibits staffed by VETS employees, and be provided to one-stop centers to fulfill the needs of our state partners and veteran customers.

The following brochure titles are available for review at:

<http://www.dol.gov/vets/programs/main.htm>:

- Employment Services for Veterans
- Homeless Veterans' Reintegration Program
- Incarcerated Veterans' Transition Program
- Licensing and Certification
- Transition Assistance Program
- USERRA
- Veterans' Workforce Investment Program
- Veterans' Preference
- Vocational Rehabilitation and Employment

The brochures may be viewed by clicking on the appropriate VETS program and then the link to the brochure .pdf file.

III. Initial Distribution: At this time, we have a limited supply of each brochure on hand, but we intend to make what is available to all appropriate Federal and State staff. Two sample copies of each brochure are being sent under separate cover to all DVET and RAVET locations. Since the brochures apply to specific programs, not all one-stop centers and VETS offices will need every brochure or in the same amounts. The National Office will distribute the brochures on an as-needed basis until a better supply system is developed and put into place.

IV. Ordering: The attached Program Brochure Order Form is to be used to request Program Brochures. The Order Form should be completed electronically. Completed Order Forms will be consolidated at the Regional Offices and forwarded to the National Office for requisition.

V. Actions:

1. Directors for Veterans' Employment and Training (DVETs) will review the Program Brochures with their respective State Workforce Agency to determine which brochures are needed and the minimum number of each to be requested. The DVET will also determine the number needed for staff use at marketing events, conferences, etc. The total number of each brochure requested will be entered on the Program Brochure Order Form and forwarded electronically to the Regional Administrator for Veterans' Employment and Training (RAVET).
2. For the initial distribution, RAVETs will consolidate the Program Brochure Order Forms received and forward a single request to Jim Hubbard at the National Office (Hubbard.James@dol.gov) for processing by close of business **March 4, 2005**. Since drop shipping to DVETs directly from a local printer may be feasible in the future, the Program Brochure Order Form forwarded by the RAVET should clearly identify the number of each brochure needed by each State as well as a shipping address and point of contact for each State.
3. Questions concerning this directive are to be referred to Jim Hubbard at (202) 693-4710.

VI. Expiration Date: Until superseded or rescinded.

Attachment: Program Brochure Order Form